

# COST EFFECTIVE PUBLIC RELATIONS STRATEGIES

**WHAT:** Join us for an exciting and informative workshop about cost effective public relations strategies for arts organizations presented by the Virginia Commonwealth University School of Mass Communications and Lauron Associates.

**WHO SHOULD ATTEND:** Board and Staff leaders of Virginia arts organizations and anyone who wants to learn more about cost effective public relations strategies for arts organizations. (space is limited)

**WHEN:** Thursday, September 14, 2006  
9 am—3 pm

**WHERE:** Virginia Center for the Creative Arts  
154 San Angelo Drive  
Amherst, VA 24521

**COST:** \$15 to cover the cost of the lunch

**DIRECTIONS:** From the South/I-95 & East/Rt3:

From points north of Washington, D.C., take the Beltway (I-495) towards Silver Spring to I-66. Take Interstate 66 West out of Washington, D.C. to Route 29 South at Gainesville (Exit 43A). Take Route 29 South; bypass Warrenton, Culpeper and Charlottesville. At Amherst, take the 29 Business South/Madison Heights exit. You will merge onto Business 29 South. The VCCA entrance, San Angelo Drive, is the first left after you pass the Sweet Briar College entrance on the right.

From points south of Virginia, take Route 29 North. Follow the 29 North/Charlottesville signs closely as you approach and bypass Lynchburg. Cross the James River and then take the third exit for 29 N Business/Amherst. Turn left at the stop sign, onto 29 S Business. The entrance to the VCCA, San Angelo Drive, is on your left, about one-third of a mile after you pass the entrance to Sweet Briar College on the right.

**QUESTIONS:** Foster Billingsley, Deputy Director with the Virginia Commission for the Arts (804) 225-3132 or [foster.billingsley@arts.virginia.gov](mailto:foster.billingsley@arts.virginia.gov)

## AGENDA TOPICS

**Communications Today:** Brief discussion of how changes in technology, media, lifestyles, entertainments and other factors in recent years have affected the way we must communicate in the 21st century.

**"Cost Effective" Is Two Words:** A strategy may be free or low cost, but if it doesn't help achieve some needed result, it's not effective. A quick look at developing strategies and tactics that are effective, but are doable within your staffing and financial limitations.

**Think Before You Act—Planning:** Discussion of the key elements of planning and the importance of planning in achieving cost effective programs. Includes tips on developing effective strategies and writing objectives that achieve measurable results.

**"Staying On Message":** Short course in defining audiences and developing key messages that answer the most important question for each of those audiences, "What's in it for me?"

**Making The Most Of Publicity:** How to use print and broadcast mass media to reach your audiences. Discussion includes how to work with editors, reporters, what makes a good story, how to craft releases, target and "pitch" a story, and build relationships with local media.

**Practical Events Planning:** Using special events and activities to build traffic and increase community outreach, plus tips on how to make sure events are on target and cost effective in achieving your objectives.

**Working The Web:** Tips on developing and using web sites, including discussion of establishing a purpose, critiques of good/bad design, and the basics of effective content development.

**Creative Partnerships:** Group discussion of partnership development guided by instructors, including examples of effective partnering.

**Sometimes It Pays To Buy:** A discussion of when paid advertising, brochures and direct mail may be useful, and how to make them both cost effective and impactful on a small budget.

## SPEAKERS



**RON REID, APR,** was Senior Vice President of a major PR firm prior to becoming an independent consultant 13 years ago. During his career, he's served regional and national clients ranging from Continental Airlines, Whirlpool Corporation and the U. S. Virgin Islands to Richmond Renaissance and the Virginia State Lottery. He is a partner in Lauron Associates and an affiliated faculty member at Virginia Commonwealth University's School of Mass Communications. Ron has a long association with the arts, and holds a degree in theatre from Carnegie Mellon University. He was an actor and director in regional theatres, summer stock and with Walt Disney Productions. He now does theatre as his schedule permits, most recently with the Virginia Shakespeare Festival at the College of William & Mary.



**LAURA STEIN** began her career as a reporter for The Miami Herald and The St. Petersburg Times before moving to senior PR positions at several national corporations. She is now an independent communications consultant whose clients have included Sentara Health System, the College of William and Mary, Rubbermaid and Newport News Shipbuilding. She is a partner in Lauron Associates and an adjunct faculty member at VCU's School of Mass Communications. She teaches both introductory public relations and public relations writing courses. Laura has served a variety of non-profit and arts organizations both as consultant and as board member, including the Muscarelle Museum at William & Mary, the Virginia Living Museum and Olde Towne Medical Center.

## REGISTRATION FORM

Please complete the form for each person attending.  
You may photocopy this form for others to use. The form  
can also be downloaded from the Virginia Commission for  
the Arts website: [www.arts.virginia.gov](http://www.arts.virginia.gov).

Please print or type:

Name \_\_\_\_\_

Title (if applicable) \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone (    ) \_\_\_\_\_

Business Phone (    ) \_\_\_\_\_

Fax (    ) \_\_\_\_\_

E-Mail \_\_\_\_\_

URL \_\_\_\_\_

**\$15 per person to cover lunch**  
**CHECKS SHOULD BE MADE OUT TO:**

**Virginia Center for the Creative Arts**

**Mail Payment and Registration form (s) to:**

**Virginia Center for the Creative Arts**  
**154 San Angelo Drive**  
**Amherst, VA 24521**



THE CREATIVE RETREAT AT MT. SAN ANGELO

Virginia Center for the Creative Arts

154 San Angelo Drive  
Amherst, VA 24521

## CREATING EFFECTIVE PUBLIC RELATIONS STRATEGIES



*September 14, 2006*

*Amherst, Virginia*

**Sponsored by:**

**Virginia Commission for the Arts**

**Virginians for the Arts Foundation**

**Virginia Center for the Creative Arts**

